

Acartia Project Brief

Started on: 7/19/23

Last updated on: 7/19/23

Background

Describe what the project is about, what's its context and background.

Describe why it's being carried out. If it's a part of a wider customer journey, link it here.

Acartia (<https://acartia.io/home>) is a browser-based web-app that allows users to geotag marine ecotypes. It also receives geotagged data from other sources. It displays geotagged data points on an interactive map.

Acartia is not an Orcasound web-app. We have a collaborative partnership with Acartia volunteers, and it's been requested that we provide UX work. User research has not been done, and some discovery and usability studies could be run to better understand how to create a user-centric experience for geolocating marine ecotypes in the Salish Sea.

From the website:

"About Acartia

Acartia is a decentralized data cooperative for sharing marine animal locations within the Salish Sea. It is named for one of the smallest animals in Puget Sound -- microscopic copepods -- but was built to recover one of the biggest -- the endangered Southern Resident killer whales.

A demonstration of the democratizing power of Web 3.0 tech, it is capable of aggregating real-time observations from a growing ecosystem of applications and sharing archived observations from decades of monitoring effort.

The current data cooperative was created by [TypeHuman](#) as open source code with an open API first utilized by [Conserve.io](#) via the Whale Alert and Ocean Alert mobile apps. Initial data providers and beta-testers of mobile and web apps, as well as the cooperative itself, are two open community science networks in Puget Sound: [Orca Network](#) and [Orcasound](#). Phase one of the project has been coordinated and funded by [Resolve Conservation](#) and [Beam Reach](#).

P.S.: Acartia is a common type of zooplankton, a copepod at the bottom of the Salish Sea food chain that is topped by killer whales. We welcome collaborators interested in monitoring, modeling, and conserving the Salish Sea -- from biological oceanographers to marine biologists to birders to marine mammal stewards. Drop us an email, contribute via our GitHub repository, or sign up to provide or utilize data."

Objective

Describe what is the ideal future you want to have once this project is finished. What is the outcome you're looking to get out of this?

How does this fit into your team's and/or company's wider goals? (Link them here.)

What is the benefit for the business?

What is the benefit for the user?

Create a user-centric web-app that allows users to easily geotag marine ecotypes as well as review past tagged data on the interactive map.

Key results & Success criteria

How will you know the project was successful once it's finished?

Think KPIs, OKRs, UX metrics, benchmarks, company targets (whatever your company is using).

- Increase in Acartia adoption (target needs to be defined)

- A high measure of usability of Acartia (target needs to be defined)

Target audience

Describe the target audience for this project.

You can link to your personas.

Target audience unknown- most likely the [Concerned Citizen Scientist](#), but discovery research needs to be conducted.

The team and stakeholder map

Define team roles and responsibilities.

List stakeholders and describe what level of involvement is needed/expected.

Who is the decision-maker (sign off)?

[Note: One way of doing this can be a RACI matrix]

Stakeholders:

Main Orcasound Stakeholder: Can provide background on who, what, where, why, and how for project requirements, including technical limitations. Limited, as needed involvement. *Scott Veirs*

Principal UX Manager: Can provide background on who, what, where, why, and how for notification system, including technical limitations, but will refer to Main Orcasound Stakeholder. Involved as needed, is contacted before Main Orcasound Stakeholder, and directs project lead. Signs off on work when requested. *Brendan Thatcher*

Product Manager: Can provide background on who, what, where, why, and how for notification system, including technical limitations, but will refer to Main Orcasound Stakeholder. Involved as needed, is contacted before Main Orcasound Stakeholder, and directs project lead. Signs off on work when requested. Facilitates UX work to production in GitHub. *Brendan Thatcher*

UX Managers/Other UX, Dev, or Other Leadership: Can provide background on who, what, where, why, and how for notification system, including technical limitations, but will refer to Principal UX Manager or Main Orcasound Stakeholder. May not be direct reports but can be as needed. *Various*

UX Team Members

Team Lead/Co Lead: Schedules, leads, and sends reminders for weekly team stand up meetings. Can be an individual contributor (IC) as well. Writes or delegates the writing of user stories in Github when design is sent to production. Reports to Principal UX Manager.

UX Researchers (IC): Plans, conducts, and reports on UX Research for project. Accesses Research Operations program to recruit participants for studies. Reports to Team Lead/Co Lead. *Various*

UX Designers (IC): Designs based on user research as reported by UX Researchers. Reports to Team Lead/Co Lead. *Various*

Other UX Roles As Needed (IC): Content Strategists, UX Writers, and any other UX-oriented roles who contribute their core competencies as needed. Reports to Team Lead/Co Lead. *Various*

Dev Team Members

Front End, Back End, Full Stack Devs: Assigned issues by Team Lead/Co Lead or designate to develop design work. Uses established frameworks that meet the needs of technical specifications.

*** Note:** Any team member can transfer roles at any time. There is full support for exploring different roles for professional development. Please communicate role changes with teammates and leadership as needed.

Scope

What's in scope

Describe what definitely needs to be worked on and why.

- Measuring the usability of the Acartia web-app
- Recommending redesigns based on user feedback

What might be in scope

Often, there are those ‘maybe areas and topics’ — list them and describe conditions under which they could be included (e.g. if we have time, if we find out enough evidence in user research, etc.)

TBD

What’s not in scope

Describe what the design team should not challenge (e.g. hard technical constraints, change of CMS, major design overhauls during a platform migration project, etc.)

[Note: I use this one more as a guide to understand which topics will be hard to change, which things shall be taken as project constraints, and what the business values as a status quo. However, in practice, if you make some key discoveries which could significantly help the product and you have a really strong rationale for them, everything can be challenged.]

UX work on non-Acartia web-apps.

Dependencies

Are there any other teams, people, technology or anything else that the success of this project is dependent on? Describe them.

- Volunteers for Acartia
- Read/write access to the Acartia GitHub account
- Access to resources related to Acartia
- User access to Acartia
- Backend process understanding
 - What are all the data sources for Acartia?
 - When is data sent to Acartia?
 - How are geotags authenticated?

Risks

List risks and caveats that need to be considered.

E.g. What are the risks to the success of this project? What would happen if we don’t meet the deadline?

- Lack of stakeholder involvement
- Lack of access to backend processes

Deliverables

List tangible artefacts that this project is expected to deliver.

- Research
 - Discovery research presentation to team members, stakeholders, and Orcasound UX leadership
 - Recommendations submitted as user stories in the [product repo](#)
 - [UX Work-Acartia](#) project in GitHub
 - Usability study presentation to team members, stakeholders, and Orcasound UX leadership
 - Recommendations submitted as user stories in the [product repo](#)
 - [UX Work-Acartia](#) project in GitHub
- Design
 - Design review presentations to team members, stakeholders, and Orcasound UX leadership
 - Prototypes of redesign work for usability studies
 - Design specs submitted as user stories in the [product repo](#)
 - [UX Work-Acartia](#) project in GitHub

Ways of working**Communication**

What communication tools will you use and what for? (Email vs Slack vs JIRA vs Zoom, etc.)

Slack channel: [#ux-acartia](#)

Shared data

Where is the project space/folder and all the materials relevant to the project? Does everyone have access? If not, who will make sure everyone has it?

- Project folder: [PARTNERSHIP WITH ORCASOUND: Acartia](#)
- GitHub Product Repo: <https://github.com/orcasound/product>
 - GitHub project: [UX Work-Acartia](#)

Additional notes

If there is something else, specific to this project, state it here.

UX Project Resources: Link to GitHub wiki here